

Review with Dave +
affiliated 30m



**1996 Region Emphasis
Temporary Savings Display Program**

Prepared for: 1996 High Priority Savings Regions

Participating Regions:

**Buffalo
Pittsburgh
Cincinnati
Winston-Salem
Atlanta
Florida
Dallas
Richmond
Houston
Denver
St. Louis**

Prepared by: The Savings Business Unit

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DORAL

Goal: To provide a manageable program that efficiently achieves greater retail presence, distribution, and sales of Doral in Priority Regions.

Program: The program provides resources to our current full-time sales force, in each of the 11 priority regions, to gain retail presence in 80% of the independent convenience/gas and small food outlets with industry sales of 75 to 100 cartons per week.

Elements:

- Semi-permanent Tower Counter 30 pack display - Item #478622
- Special Point-of-Sale material designed to appeal to retailers in this segment
- Funding to pay retailers an average monthly payment of \$15 for 12 months - This payment can be bundled with Retailer Assist payment to increase our competitiveness with RDAs at this level
- Promotional support provided by Ceiling Strategy and National Workplan/DPC programs

Timing: Program should begin as early as possible in 1996.

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Financial Impact

<u>Region</u>	<u># Outlets</u>	<u>Display \$</u>
Buffalo	885	159,300
Pittsburg	529	95,220
Cincinnati	789	142,020
Winston-Salem	879	158,220
Atlanta	1,009	181,620
Florida	883	158,940
Dallas	1,256	226,080
Richmond	852	153,360
Houston	1,280	230,400
Denver	615	110,700
St. Louis	824	148,320
Totals:	<u>9,801</u>	<u>1,764,180</u>